



- ↑ Favorable opinion of the Ford brand is up 17 percent (1Q 2009 vs. 1Q 2010)
- ↑ Ford brand sales are up 34 percent through May
- ↑ Ford market share was up 1 point in 2009 and 2.2 points through April
- ↑ Resale value is improved 23 percent year-over-year, outpacing the industry by 4 points
- ↑ Ford Motor Company now has the highest customer satisfaction with vehicle quality among all major automakers



### Fiesta

Ford's all-new 2011 Fiesta is certified at 40 mpg highway, making it the most fuel-efficient car in its class.



### Focus

The new 2012 Focus highlights Ford's commitment to stylish, fun-to-drive vehicles as it rolls out a new generation of global C-cars.



### Fusion

Ford Fusion is Motor Trend's 2010 Car of the Year. Fusion Hybrid is America's most fuel-efficient midsize sedan with 41 mpg city.



### Taurus

Ford Taurus is America's smartest full-size sedan, offering more technologies – 10 of them class-exclusive – than more costly premium sedans.



### Mustang

The 2011 Ford Mustang, with a 305-hp 3.7-liter V-6 and six-speed automatic transmission is the first production car in history to produce more than 300 hp and more than 30 mpg highway.



### Edge

The new 2011 Ford Edge midsize crossover will be the first vehicle to feature MyFord Touch driver connect technology.



### Super Duty

Ford's truck leadership is strengthened by the arrival of the 2011 Super Duty – with new fuel-efficient diesel and gasoline engines. F-Series has been America's best-selling truck for 33 years in a row.



### Transit Connect

Transit Connect is an industry-exclusive vehicle – with all-electric and alternative-fuel versions coming this year – specifically developed to be a smart new choice for small business owners.



### Inflatable Belts

The world's first inflatable seat belt will debut on the next-generation Ford Explorer, which goes into production this year, to enhance protection for rear-seat occupants.



### MyFord Touch

The segment-first MyFord Touch™ driver connect technology – powered by SYNC – provides a smarter, safer, simpler way to connect drivers with in-car technologies and their digital lives.



### EcoBoost

Ford's new smaller-displacement, turbocharged EcoBoost™ gas engines deliver up to a 20 percent improvement in fuel economy. By 2013, more than 90 percent of Ford's North American lineup will be available with EcoBoost technology.



# L I N C O L N

- Lincoln is expanding its brand lineup with seven all-new or significantly refreshed vehicles in the next four years, including its first-ever C-segment vehicle
- Lincoln has started gaining traction with customers, as evidenced by market share gains over the past five years. Lincoln's retail U.S. luxury vehicle market share has grown from 4.5 percent in 2005 to 6.3 percent through the first quarter of 2010.
- Lincoln's reputation with consumers has risen, with favorable opinion and purchase consideration reaching its highest level in the past five years
- The new Lincoln MKZ Hybrid is expected to be the most fuel-efficient luxury sedan in America
- Lincoln's long-term durability was second only to Porsche in the 2010 J.D. Power and Associates Vehicle Dependability Survey



### New Lincoln

will be the brand's first-ever C-segment vehicle when it debuts.

### Lincoln MKZ

is a premium midsize sedan featuring the award-winning 3.5-liter V-6 Duratec® engine, delivering 263 horsepower and 249 ft.-lbs. of torque on regular gasoline while remaining among the segment's leaders in fuel economy.

### Lincoln MKZ Hybrid

is expected to be the most fuel-efficient luxury sedan in America with at least 41 mpg in the city.

### Lincoln MKS

is Lincoln's flagship sedan offering a 3.5-liter EcoBoost™ V6 engine that provides V8 power with V6 fuel economy.



### Lincoln MKX

will be the first vehicle to launch with the new MyLincoln Touch driver connect technology and comes equipped with a new 3.7-liter V6 engine.



### Lincoln MKT

offers a full-size, three-row luxury crossover with the optimal blend of distinctive design, interior spaciousness, fuel economy and technology.



### Lincoln Navigator

is the luxury SUV leader with such standard features as Trailer Sway Control for improved towing confidence and the MyKey™ programmable vehicle key technology.



### Active Park Assist

helps drivers parallel park with the touch of a button and without ever touching the steering wheel.



### MyLincoln Touch™

redefines the luxury interior with three customizable full-color displays, touch-sensitive buttons and slider controls.



### SmartGauge™ with EcoGuide

is a unique instrument cluster that gives hybrid owners a more connected driving experience by coaching them on how to maximize their fuel efficiency.



MERCURY

# Mercury History

- Mercury originally was created in 1938 as a premium offering to Ford
- Mercury accounts for 0.8 percentage points of Ford's overall 16-percent U.S. market share
- Today, Mercury's customer profile, pricing and margins are almost identical to Ford, while Mercury's incremental sales have been declining
- Ford vehicles are the top cross-shopped vehicles for all Mercury products
- The majority of current Mercury sales are to fleet buyers and customers purchasing through employee, retiree and friends and family discounts



**1938** The first model, the 1939 Mercury 8, goes into production. It sold for \$916 and boasted a 95-horsepower V8. Sales for the first year total 65,884 vehicles



**1945** Lincoln-Mercury Division was established

**1949** The 1949 Mercury was the first new offering from the Lincoln-Mercury Division

**1955** The Mercury Montclair is introduced

**1955** Lincoln-Mercury becomes two separate divisions

**1957** Lincoln-Mercury division is recombined

**1958** Mercury, Edsel and Lincoln division are joined to form M-E-L (Mercury-Edsel-Lincoln) Division. Lincoln-Mercury Division is reformed in 1959 with the discontinuation of the Edsel

**1966** The 1967 Cougar is introduced as "America's first luxury/sports car at a popular price" and named Motor Trend's Car of the Year



**1974** Mercury Monarch is announced for 1975

**1983** Topaz is introduced as a 1984 model

**1992** First Mercury Villager minivan is built at Ohio Assembly Plant

**1996** Mercury enters the SUV market with Mountaineer



**2010** The current Mercury lineup consists of four models – the Milan and Mariner, along with their hybrid versions, the Grand Marquis and Mountaineer

1938

**1941** The Mercury station wagon is introduced

1945

**1950** The one-millionth Mercury, one of 293,658 vehicles manufactured by the division this year, rolls off the line

1950

**1953** The height of Mercury's success came in 1953 when the division held 5 percent total market share. Today Mercury holds 0.8 percent U.S. market share

1955

**1963-64** First Mercury Marauders and Comet Cyclones debut at the dawn of the muscle car era

1960

**1968** The Cougar XR7/XR7 GT-E and GT-G (Gurney) highlighted the pinnacle of Mercury performance with just under 400 horsepower. Boss 302/Boss 428 Cobra Jet powertrain options offered in 1970

1970

**1970** The European-built Capri is introduced

1980

**1977** Mercury Zephyr is introduced

1990

**1975** Grand Marquis nameplate introduced and goes on to become Mercury's longest-running, best-selling nameplate, with more than 2.7 million sold

2000



**1985** Sable, offered as a space- and fuel-efficient front-wheel-drive sedan and station wagon, is introduced

2005

**2005** Mercury Mariner is introduced. A hybrid version is added for the 2006 model year

2010

**2006** Mercury Milan is introduced. A hybrid version follows for the 2010 model year

